Permit #F00022428

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00022428 **Type of Permit:** FILMING **Release Date:** 12/01/2009

Production Company DNA INC

Insured Company Name DNA INC

Contact Phone No. 1 323-463-2826
Contact Phone No. 2 323-436-2826
Fax 323-463-2535
Address 6535 SANTA MONICA BLVD, #B
HOLLYWOOD, California 90038

Production Title ALLSTATE INSURANCE

Type of Production Commercial - Standard

Producer Paul Ure

Director Marc Webb

1st AD TBD TBD

Production Manager Alex Fisch

FilmL.A. Coordinator Naomi Kajiyama

Location Manager Alasdair Boyd
Primary Phone Mobile - 213-618-2643
Secondary Phone Office - 323-463-2826

Location Assistant N/A N/A
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA CITY DEPT OF REC AND PARKS - FILM USE FEE	$450.00
LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE	$874.00
LA CITY FIRE SAFETY OFFICER	$512.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $2,546.00

Number of Locations 1

NOT A PERMIT

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Summary Information — Location

Permit Number	F00022428	**Location Manager**	Alasdair Boyd
Production Company	DNA INC	Primary Phone	Mobile - 213-618-2643
Insured Company	DNA INC	Secondary Phone	Office - 323-463-2826
Production Title	ALLSTATE INSURANCE		

Location Address 2650 N Commonwealth Ave, Los Angeles, CA, 90027

Location Names GRIFFITH PARK - CEDAR GROVE, VISTA DEL VALLE & VISTA HELIPAD

Location Type Park

Location Description

Film Dates 12/2/2009 - 12/2/2009 03:30 - 10:00

Open or Closed to the Public Open

Generic Conditions Must comply with attached Rec & Park Conditions
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached document DNA.AllState.22428.AL.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	6
Cast/Crew vehicles	45
Cube Trucks	4
Generator	1
Motor Homes	2
Picture vehicles	2
Stakebed Trucks	2
Vans	4

Personnel on Location

Type	Quantity
Cast	5
Crew	50
LA City UFSO assigned	24624

Filming Activities Exterior Dialogue; Exterior establishing shots; Equipment parking on Vista Del Valle; Park monitor to meet at Travel Town at 0330 hrs for access; Wet down and dolly track on helipad (using hydrant); All on park property;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note FILMING AT VISTA DEL VALLE HELIPAD

Coordinator Note ON 11/25 FROM 5:30am - 8am (1) Park monitor required for scout only

ON 11/29 from 3:30pm 5:30pm (1) Park monitor required for scout only. Fees due.

Parking

Base Camp
Location Type : LA City Park
Street : Vista Del Valle

Crew Parking
Location Type : Location
Street : Boyscout Rd

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ATTN: TIM FX: (213 977 8601)

APPOINTMENT OF FILM THIS PRODUCTION SERVICES, INC. AS AUTHORIZED AGENT AND REPRESENTATIVE

I certify that I am a representative of DNA INC ("Principal") and am
Name of "Principal" / Production Company

authorized to enter into binding contractual agreements on Principal's behalf. I further certify that I am authorized by principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance and compliance with location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on the behalf of Principal in my capacity as it's authorized representative, I appoint Film This Production Services, Inc. (a.k.a. Film This) and it's employees and agents ("Film This") as Principal's authorized representatives and agents to apply for and receive location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits on behalf of Principal through the *FILM L.A., INC.* for any city , county or other jurisdiction where *FILM L.A., INC.* operates: to negotiate, discuss, accept, modify, agree to bind the Principal to the terms and conditions of such permits (including any restrictions and/or community guidelines applicable to any such permit) and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or it's insurer) remains responsible for liable and all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) Film This. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints Film This as an authorized representative to facilitate compliance with such terms and conditions following issuance of such permits and to enter into agreements for Principal with respect thereto. Any person, City, agency, entity or organization (including *FILM L.A., INC.* and any city, county or other jurisdiction where *FILM L.A., INC.* operates) may rely on this appointment and not need obtain any further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient and may be treated as an original for all purposes. The appointment may be revoked by Principal at anytime in writing delivered to *FILM L.A., INC.*, but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint Film This as an agent for Principal and based on that authority I hereby appoint Film This as Principal's agent as set forth herein.

Dated 12-1-09 By _____ SIGN HERE
Representative's Signature

DNA, Inc
Name of "Principal" (Production Company)

DNA INC.
Principal's Address

MICHAEL ANGELOS
Print Principal Representative's Name

6535 SANTA MONICA BLVD.
L.A. CA 90038
City, State, Zip Code

SUPERVISING PRODUCER
Representative's Title (i.e. UPM, LocMgr)

310-666-8066
Principal's Telephone Number

NOT A CONTRACT
PLEASE SIGN